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Bibliography of Selected  
Literature on Apple Marketing  
1945-1960

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C & R-PREP.

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## Preface

This is the first step in a study to summarize, analyze, and evaluate past findings from apple marketing research so that it will be clearer to those planning future marketing studies.

This report does not attempt to summarize or evaluate research results; it is a listing of past research that has been reported. The annotations consist of brief statements about the topics or subject matter covered, and are included only when the title does not convey this. The bibliography is primarily for the use of USDA researchers in their studies of apple marketing.

This bibliography has been developed from four primary sources. Apple Marketing Bibliography, by C. B. Anslinger\* was culled for references prior to 1952, while Apple Handling and Storing Since 1940, a Selected List of References, by E. G. Davis and N. G. Larson\*\* yielded references prior to 1958. The Agricultural Index and the Bibliography of Agriculture were consulted for the entire 16-year period.

References in this listing are generally limited to those reporting results of research about marketing fresh apples. Reports by USDA and State Experiment Station workers comprise most of the listing. However, reports of some private research groups are also presented. Periodical literature and some foreign publications giving research results are also included.

References have been listed chronologically by years and alphabetically by author within each year. Call numbers given are those of the USDA Library. For literature not in the USDA Library source of origin is given.

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by  
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Marketing Economics Research Division

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1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1861. It contains a statement of the President's views on the secession of the Southern States and a declaration of his policy towards them.

2. The second part of the document is a report from the Secretary of the Treasury, dated January 1, 1861. It contains a statement of the Treasury's views on the secession of the Southern States and a declaration of its policy towards them.

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4. The fourth part of the document is a report from the Secretary of the War, dated January 1, 1861. It contains a statement of the War's views on the secession of the Southern States and a declaration of its policy towards them.

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8. The eighth part of the document is a report from the Secretary of the Navy, dated January 1, 1861. It contains a statement of the Navy's views on the secession of the Southern States and a declaration of its policy towards them.



